Synchronized Execution

From siloed integration to synchronous orchestration

Maximize your technology investments — *and your logistics results* — by seamlessly orchestrating your systems and processes.

BlueYonder

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Logistics Teams are at a Critical Crossroads.

The world's logistics teams face nearly impossible challenges.
Succeeding in the omni-channel landscape requires them to meet wildly shifting customer demand and make ambitious service promises — while being constrained by labor shortages, supply uncertainty and rising costs. From the first mile to the last, disruptions make it difficult to move products predictably and profitably from point A to point B. Adding to the complexity? Sustainability pressures from regulators, investors and consumers mean logistics teams not only need to meet cost and service targets, but also environmental goals.

Mastering these diverse challenges means operating with extreme accuracy, efficiency, speed, real-time visibility and responsiveness. It means sensing demand shifts and other disruptions, at any point along the supply chain, at the earliest opportunity — then delivering an orchestrated, strategic response. It means synchronizing execution across transportation management, warehouse management and order management.

What's needed is an entirely new approach.
The simple truth is that most logistics organizations aren't equipped for synchronized execution today. They've made investments in point solutions like a **transportation management system (TMS), warehouse management system (WMS) or order management system (OMS).** But the typical logistics team hasn't truly integrated these solutions to share data or function as part of a larger, end-to-end execution workflow. Critical systems and data are too siloed, inflexible and disconnected to enable a rapid, orchestrated response.

Synchronized Execution Isn't Optional.

While the challenges faced by logistics teams are complex, advanced technology has evolved to help master them. Enabled by **artificial intelligence (AI) and machine learning (ML), today's TMS, WMS and OMS** solutions are capable of ingesting real-time data, analyzing it, making optimal decisions in response and executing those decisions autonomously.

But capitalizing on these capabilities, and maximizing return on investment, is only possible when these potentially disparate solutions are tightly integrated to enable synchronized execution. TMS, WMS and OMS solutions need to be digitally connected, share a unified dataset and facilitate collaboration via seamless, end-to-end execution workflows.

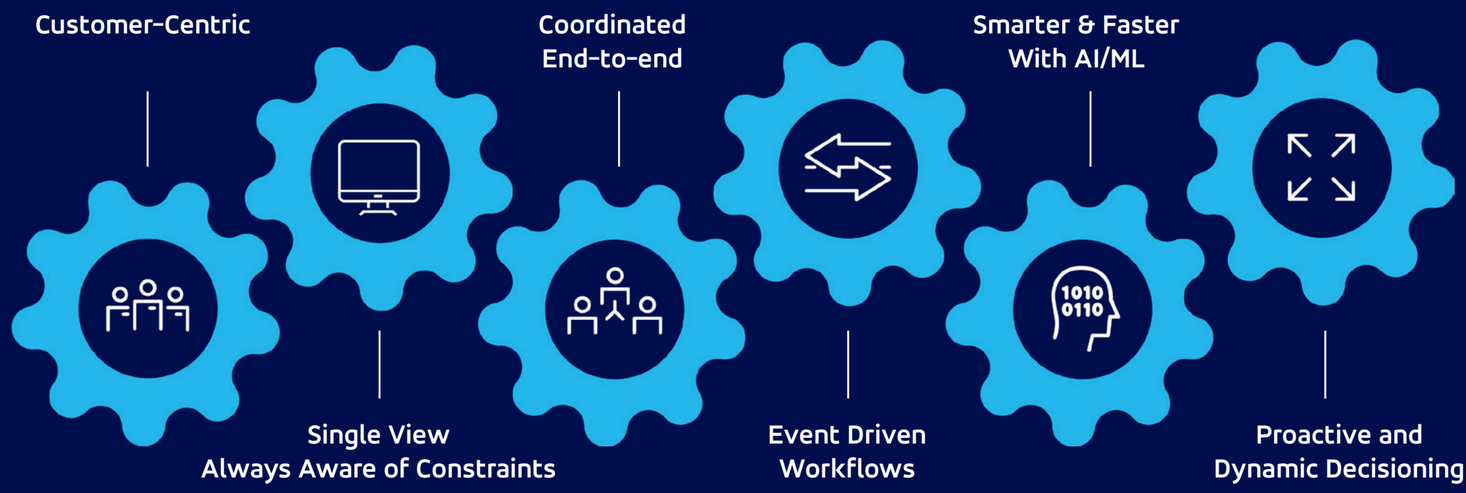
Synchronized execution can't be achieved by connecting isolated point solutions on a one-by-one basis via custom integrations. Instead, key logistics solutions must reside on the same platform, consume the same data and natively talk to one another. Connectivity must be built in, capable of withstanding upgrades and data refreshes. **In other words, solutions must be truly interoperable.**

It's Imperative.

This approach makes good business sense, given the fast pace of change and the frequency of disruption in today's global supply chains. An unexpected labor shortage in a warehouse doesn't just affect the distribution function — it has significant, cascading impacts for the transportation and order management functions. Any disruption, anywhere in the supply chain, has the potential to foundationally change customer delivery dates and other promises. That means the supply chain must be managed as a single, fluid ecosystem that acts in concert.

NEXT GENERATION SUPPLY CHAINS CAN:

- SENSE
- PRESCRIBE
- PREDICT
- OPTIMIZE



It's an entirely new mindset, but **synchronized execution** has become an imperative in today's disrupted, omnichannel world.

How Will You Get There?

If data is added in one solution, it is instantly available in other solutions. For example, a missed inbound shipment that's logged in the WMS is immediately communicated to the OMS, where the impact on customer promises is immediately visible. In many cases, AI- and ML-enabled decision engines autonomously define and execute an optimal resolution — for example, repositioning inventory to cover the missed delivery. The new plan is rolled out seamlessly and automatically across the end-to-end logistics network.

Achieving synchronized execution across your supply chain might sound intimidating, but Blue Yonder offers a purpose-built solution. By leveraging Blue Yonder's Luminate Cognitive Platform, for the first time companies can connect their Blue Yonder WMS, TMS and OMS solutions in real-time for true end-to-end interoperability and synchronized execution.

All of Blue Yonder's cloud-native applications run on this centralized platform, sharing unconstrained computing power, collaborative workflows and shared data models — for a single, real-time source of truth. Logistics teams can add composable microservices to solve specific challenges like yard management, load building or inventory availability.

Via these interoperable solutions, Blue Yonder helps logistics teams achieve a seamless execution environment in which every function shares the same priorities, recognizes the same constraints, has the same awareness of costs and service levels, and has the same real-time visibility to disruptive events.

With Synchronized Execution That Drives Value Across the Network

SYNCHRONIZED EXECUTION

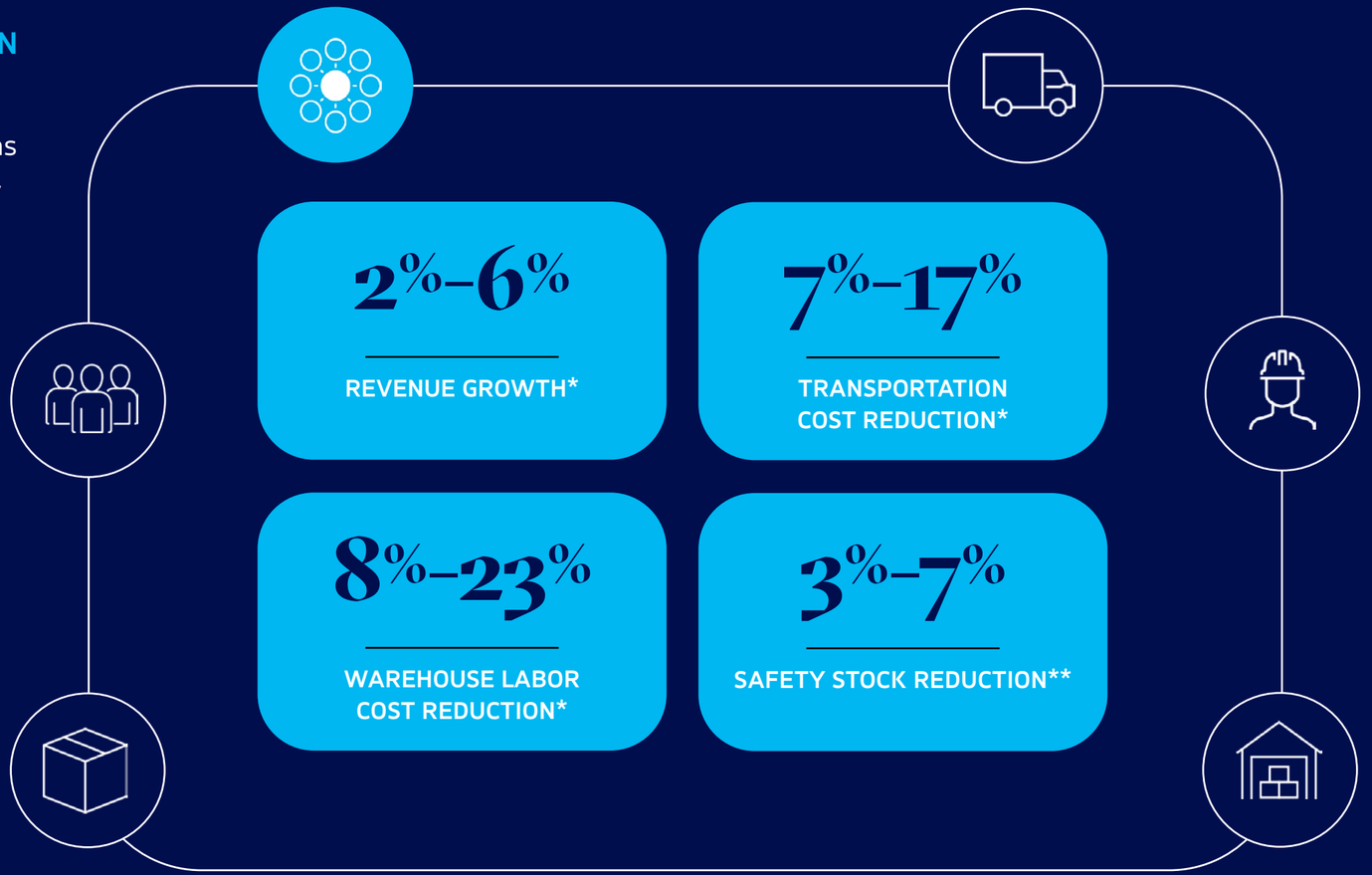
- Strengthen Resiliency
- Intelligent Insight & Decisions
- Improve Customer Centricity

CUSTOMER

- Inventory Updates
- Order Updates
- Cut-off Availability

INVENTORY & ORDERS

- Inventory Positioning
- Allocated ATP
- Sellable/Unsellable
- Replenishment Orders



TRANSPORTATION & LOAD BUILDING

- Fleet & Container Constraints
- Delivery Network Availability & Cost

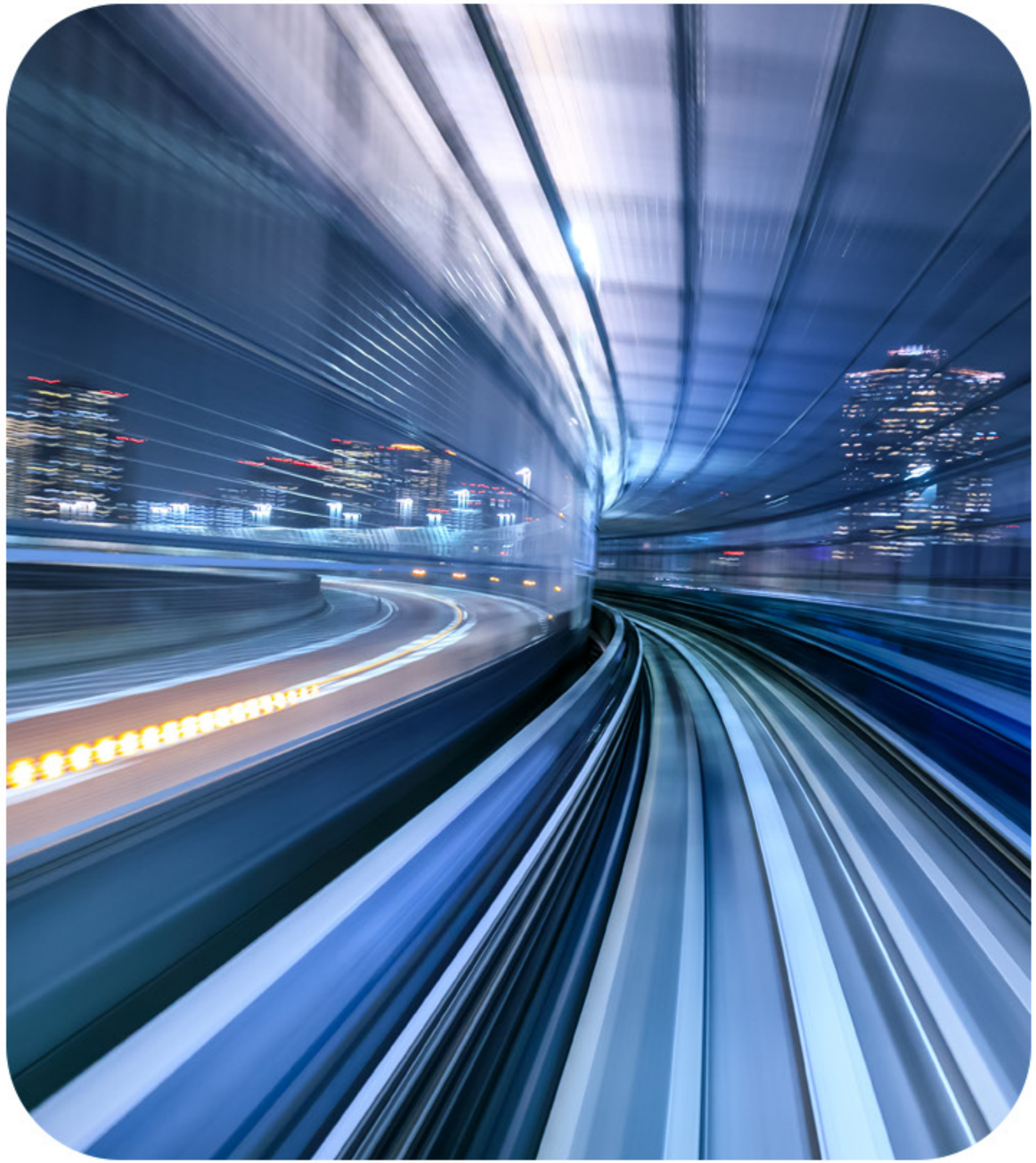
RESOURCE

- Labor Constraints
- Labor Capacity
- Labor Costs

WAREHOUSE

- Storage Constraints
- Capacity Constraints
- Competing Priorities

The savings potential provided are estimates based on current data and assumptions. These estimates are intended for informational purposes only and should not be construed as guarantees of actual savings.
*Potential Annual Savings
**Potential One-Time Reduction



No Software Partner is More Qualified Than Blue Yonder.

Why should you rely on Blue Yonder to drive synchronized execution across your logistics operations? Because no one is more capable. Blue Yonder is backed by decades of experience and hundreds of successful engagements with the world's leading logistics teams. Blue Yonder understands the challenges these teams face today — and it's committed to solving them by building the **Supply Chain Operating System for the World**, a fluid, connected environment where disparate systems and data are seamlessly connected.

To achieve this vision and ensure that its solutions represent the leading edge in supply chain software, **Blue Yonder has committed to investing more than $1 billion in research and development.** From generative AI to camera-based recognition systems, Blue Yonder is focused on delivering advanced capabilities in a way that solves practical problems and adds real-world value. Strategic partnerships with like-minded industry leaders, including Microsoft and Snowflake, are aimed at maximizing customers' return on investment.

Blue Yonder has received a range of industry recognition, including being named a Leader in the Gartner® Magic Quadrant™ for Transportation Management Systems[1,2] for 13 consecutive times and Warehouse Management Systems[3,4] for 12 consecutive times. Its OMS solution has been positioned as a Leader by Quadrant Knowledge solutions in its SPARK Matrix for Omnichannel Order Manage-ment Systems, and named a Strong Performer in The Forrester Wave: Order Management Systems.

A key component of Blue Yonder's value proposition is its cloud-native technology ecosystem that includes software-as-a-service (SaaS) offerings and flexible microservices, connected by robust application programming interfaces (APIs). A single, intuitive interface minimizes training and optimizes user experience. Blue Yonder solutions are up and running quickly, for an early return on investment.

LEARN MORE ABOUT SYNCHRONIZED EXECUTION

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Investment into R&D

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1 Gartner, “Magic Quadrant for Transportation Management Systems,” Brock Johns, Oscar Sanchez Duran, Carly West, Manav Jain, 27 March 2024.
2 Blue Yonder was previously listed as JDA; the company rebranded to Blue Yonder in February 2020.
3 Gartner, Magic Quadrant for Warehouse Management Systems, Simon Tunstall, Dwight Klappich, Rishabh Narang, Federica Stufano, 8 May 2023.
4 Blue Yonder was previously listed as JDA because the company rebranded in early 2020. Recognized as Red Prairie in 2010 and 2012.

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